

[GOGG02] TECHNOLOGY POLICY AND INNOVATION MANAGEMENT

GENERAL INFORMATION

Studies DEGREE IN INDUSTRIAL ORGANIZATION

Subject: Technology Policy and Innovation Management

Language ENGLISH

Semester 1 and 2

Credits 6

PROFESSORS

To be Confirmed

REQUIRED PREVIOUS KNOWLEDGE

Subjects

(No specific previous subjects required)

Knowledge

(No previous knowledge required)

CONTENTS

Topic 1: Innovation & innovation types
 Topic 2: Innovation Process & opportunities
 Topic 3: Innovation projects & implementat
 Topic 4: Value capture & capabilities
 Topic 5: Strategy & Leadership

LEARNING RESOURCES AND BIBLIOGRAPHY

Learning resources

Subject notes
 Class presentations
 MUdle Platform
 Links and videos
 Specific Programmes for the subject
 Google Calendar
 Menti

Bibliography

Alex Brem & Joe Tidd, 2012, Perspectives on Supplier Innovation. Imperial College Press.
 Wikhamn, 2012, Apple versus Android: Innovation in smartphone ecosystems.
 Dickey, 2013, The Most Extreme Examples Of Secrecy At Apple. Business Insider.
 Cadena CríticaPisano, 2015, You need an innovation strategy. Harvard Business Review.. Eliyahu M. Goldratt, Ed. Díaz de Santos, S.A. (2001)